



Prospective Board Member Questionnaire

Name: Tracy Wolf-Stroyny

Business/Organization: Wolf's Bus

Title: Vice President

Current/Previous Community and Destination Gettysburg Involvement:

Board for Survivors

Marketing committee for Destination Gettysburg



Why are you interested in serving on the Board of Directors for Destination Gettysburg?

I love the great Adams County countryside we live in and showing people that come to visit all the amazing things it has to offer. By serving on the Board, I will have an opportunity to be more active in the direction of the organization to ensure that we continue to tell the story of the whole destination in a way that drives visitation from a variety of markets throughout the year. I have been active for many years and would like to take my engagement to the next level.

What specific skill set do you possess that would be an asset to Destination Gettysburg?

I'm the keeper of the cash and the one who creates the splash at Wolf's Bus Lines. I have been responsible for the accounting, marketing and IT in the family business for the last 28 years. This background will transition well to a Board role, where we will be working to review, approve and maintain a balanced budget. As well, my understanding of marketing has assisted at the committee level and will be helpful during discussion of the annual plan as well as review of monthly reports to ensure that we are creating a true return on our marketing investment. As well, I have served on a variety of other boards, which gives me an understanding of the overall role of a Board member, which is to assist in the overall direction, sustainability and perception of the organization while allowing the paid staff to serve as the executors.

What do you see – from the outside looking in - as the primary duties and responsibilities of a board member?

Like all members, part of my responsibility is to help promote the area and try to help it grow into a bigger vacation destination for individual and group travel. Beyond that, my role as a board member is to serve as a local ambassador to both members and the community, helping others understand the purpose and value of Destination Gettysburg and the Adams County tourism community. It is also my responsibility to be informed of things happening in tourism, locally and nationally, that could impact Destination Gettysburg and the industry

and engage in these issues when needed. I will serve to support the staff based on the overall strategic direction of the Board by engaging in discussions at the Board level that result in decisions that have the best outcome for the majority of members countywide.

Is there something more you feel Destination Gettysburg could/should be doing for our partners and the business community? If so, what?

While Destination Gettysburg has been dedicated to the motorcoach industry, I would love to do more getting the word out on what all Gettysburg has to offer to my fellow motorcoach operators and tour operators, making Gettysburg an even more desirable motorcoach market. We have so many wonderful things for people to come and explore. This segment brings a strong base to our tourism industry both through student travel and adult travel. This segment also provides more mid-week business to our community and provides a base of booked travel.

What do you think is the biggest challenge facing the tourism industry?

The biggest challenge facing the tourism industry right now is the National Park Commercial Use Authorization fees coming. This is something that has the potential to impact not only businesses holding a CUA, but all businesses in tourism in National Park destinations. Both locally, such as battlefield tours for individuals and groups, as well tour operators and transportation companies bringing visitors to our Park will be impacted. The fees associated will be damaging to our local battlefield tour companies, potentially resulting in higher costs to visitors or reduction of tour options. This has the potential to reduce visits, shorten visits or shift spending patterns. The same is true of the national \$5 CUA fees that are planned to go into effect in 2020. The consistent flow of motorcoaches to the area could be impacted, while other operators will continue to visit and tour the National Park, but very well may reduce visits to other attractions, shopping or dining. It is important that Destination Gettysburg, our board, and our members are educated and working together to lobby for this change to be stopped. These are the types of issues that board can and should assist with.